



## **EXECUTIVE DIRECTOR/STAFF REPORT:** December 2009

- **Visitor Guide Fulfillments** Mail: **301** e-Brochures: **1,329** Downloads: **8**
  - Tour Texas – 150
  - Southern Living – 99
  - Texas Monthly – 24
  - See Texas First – 28
  - See Texas First e-Brochure – 1,329
  - Tour Texas PDF Downloads – 8
- **Convention Groups Serviced:**
  - TEEX & Bravo Health
- **Site Inspections:**
  - NIRSA Site Visit, Frisco Hotels & Pizza Hut Park
  - TEEX, Embassy Suites & Conference Center
  - Cain Watters & Associates
- **Meetings/Events Attended:**
  - DFWATC Sports Alliance & Board Meetings
  - State of the Chamber Luncheon
  - Winter Games of Texas committee meetings
  - Geoff Davis, Leadership Frisco
  - Strictly Frisco
  - Meetings Media, Industry Trends Webinar
  - Registration Clerk Luncheon & Tour
  - Matt Ginn w/WFAA
  - Special Joint Council/CVB Board Meeting
  - CityLink Site
  - FAM & Corporate Sales Calls
  - Aloft 1year Anniversary Celebration
  - Bi-Monthly CVB/Hotel Partner
  - Steve Lay & Terry, new Marketing Representative for Stonebriar Mall
  - Tom Burnett, re: NCAA Site Visit Details
  - Karen Cromwell w/Allen CVB
- **Presentations:**
  - Monthly Report to City Council
- **Sales Missions/Travel:**
  - Austin, TX – Sales Calls & Client Holiday Luncheon

- **Special Projects**
  - Year End Meeting Preparations
  - Registration Clerk Interviews
  - Holiday Cards
  - Update IDSS & TxMet – close out 2009 pending/file clean-up